

CHARITY

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A DAY IN THE LIFE OF A CHARITY EVENT MANAGER

Charity event management is hugely diverse. From a research conference, to charity awards ceremonies, to gala dinner fundraisers; to live arts or music events, to fundraising auctions and exhibitions locally, nationally or internationally – you could well be involved in all of it!

Whilst it's impossible to outline a typical day, it is possible to make sure you know which key skills areas any charity event manager must be able to bring to the role:

Objective Setting – the event manager is integral to responding to and delivery of the client's objectives.

Market awareness, marketing, and negotiation – strong ability to identify the target market to

produce results. Marketing the event to sponsors and participants, negotiating the charity's interests with sponsors.

Creativity – coming up with creative ideas which inspire enthusiasm, interest, and participation is crucial to securing interest in the event.

Our accredited qualifications mean that expertise in marketing is embedded in each course and our hugely experienced charity event expert lecturers will inform and involve you in all the essentials for the role!

Read more about what's involved in creating charity events.

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GETTING INTO CHARITY EVENT MANAGEMENT

Volunteering is essential for gaining experience for a career in events and the charity events sector offers plenty of opportunities.

It can be easy enough to do this yourself, by contacting charities, but it can be hit-and-miss as to whether you gain the relevant experience to really enhance your career. When you choose one of our courses you'll have plenty of access to valuable volunteering opportunities.

Read about some of our students' experiences of volunteering at the London Marathon and at the Ambition Royal Gala Dinner at Kensington Palace.

As alumni Ammar says, the volunteering aspect of Event Academy courses "gives you an appreciation of everything that goes into making an event successful, that you can't get from the lectures alone."

CAREER OPPORTUNITIES

Charitable event roles are extremely varied and can include professional event roles which focus on:

- Fundraising and marketing
- Creative solutions
- Sponsorship, recruitment, and engagement
- Corporate strategy

With many national and global charities, such as Greenpeace and Oxfam involved in major events such as the Glastonbury Festival, a charity event manager could find themselves working in event-specific roles. There are also opportunities to work alongside global brands or corporations who want an in-house event professional to develop their corporate strategy for charitable giving.

THE QUESTION IS HOW TO GET STARTED?

Before we deep dive into the details it is worth understanding the different (typical) stages of a career in events to know at which stage you might be entering.

The first step is just realising this is something that you want to do. It could be that you've organised a private party/wedding/charity event and just loved it. Maybe you have worked in an associated part of the industry like hospitality, music, project management or design and felt your skills would transfer nicely into events.

Now you need to bridge the gap. You need to get some experience. Get some volunteering under your belt. Build your confidence, knowledge and CV (we will be coming back to this one) You may also be able to get yourself an internship or a placement in an events agency/role/organisation.

The first real rung on the event businesses ladder is a junior executive role. Here you learn the basics and get involved with everything from laminating signage to designing core elements of 'the show', to budgeting, buying props and costumes, to working on site and to junior client/supplier management.

From this level the roles vary. You could graduate to an event manager, project manager up to a project director, account director, event director and finally producer.

Obviously, these roles can be accessed in any order. Within different projects and in different companies you may be involved in some and possibly all these roles. There are also many specialised event roles... for example the 'showcaller' - directing sound, lighting, film and action cues from an event 'bible' or script through the course of the experience. These special event roles take some years of experience and skill so you are unlikely to be involved with these at the outset, although every event needs someone 'calling the show' (even if it's only a private wedding).

GOING IT ALONE. SETTING UP YOUR OWN BUSINESS.

The other route you can take is to set up your own business. This is obviously a risky venture and not recommended unless you have had either some appropriate training (degree or postgraduate level course) or at least two/three years' experience.

Setting up and running a business is a totally different skill to being an event manager, but if you are still determined to take this route then ensure you are ready to meet all the demands not only of being an event manager but also marketing yourself and managing your business.

The route we recommend would be:

GENERATING EXPERIENCE, CONTACTS AND EVENTUALLY A JOB THROUGH WORK EXPERIENCE VOLUNTEERING AT EVENTS.

Both networking and volunteering are key to your success as an event manager. Event Academy offers a broad range of volunteering opportunities to our students and alumni to enable them to clock up the hours in the events world at a broad perspective on the different type of events.

This allows you to qualify in or out what each role or industry is really like while facilitating a broad range of experiences in diverse roles. Work experience through volunteering can also be a lot of fun. For example, we place students into The Brits every year enabling them to see a big global event going live as well as rubbing shoulders literally with celebs, rock stars and the music business royalty!

Networking is similar, in that you need to get yourself out there and generate the levels of motivation to do that. There are many on and offline experiences, meet-ups, events and hot dates in the calendar that can provide you with the opportunities to advance your career in events plus we run our networking events with major players attending like Lego, Secret Cinema, Bridelux and The Department.

NETWORKING

It's crucial that whatever stage of your career you are at, you get out there and get networking. Follow the key players in the industry online or on social media via hashtags like eventprofs. Go to networking evenings, meet-ups, event conferences, big shows like confex...keep in touch with your course mates, your lecturers and see what they are up to. Try to be creative in how you approach people who may have some influence and then make sure you are polite but to the point...just be you in any live or online networking. Follow, be inspired, then dive in and get involved. You've got to get in to get on.

So the opportunities for a career in events are many and various. The options are almost limitless. Just focus yourself on your skills, your passion, your experiences...then have a look at the following list and/or give one of the team here a call to see if we can help you with your career!

TOP 8 TIPS FOR CREATING A CAREER IN EVENTS...



Volunteer/do anything/start anywhere



Follow/network/use social media to build a network



Get a recognised accredited qualification

(the best you can afford ideally)

Don't start your own business until you are ready

(contacts, clients, funding, and experience)



(blog/vlog)

Capture and publish your experiences



Build a creative CV and target your search



Network, network, network



Do your own event, however small. You will learn the most from your mistakes.

CHAT TO US

Feeling inspired?
Why not live chat with our team now!